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Simple, Effective Health Promotion Methods

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Social Marketing

- A consumer driven planning process
- Typically uses a mass media approach to “get the word out”
- Want to make potential “buyers”:
 - Aware of the product
 - Aware of the products benefits
 - Aware of where it may be purchased
 - Interested in seeking further information or to try the product

Social Marketing

- You want to target the consumer by using the 4 P's:
- Product-core product vs. actual product
 - Peace of mind vs. screening services
- Price-monetary cost
- Promotion-mass media and referrals
- Place-where can services be obtained, hours of operation, atmosphere of outlets, parking, transportation, ease of availability

Social Marketing Vs. Commercial Marketing

- Commercial products offer instant gratification
- Social marketing attempts to sell behaviors that are unpleasant-at least in the short run
- Commercial marketing is aimed at group already positive toward the product
- Social marketing is geared toward hard to reach at-risk groups
- Defining the “product” is more difficult in social marketing

Step One: What Do We Want To Know

- Things we may need to know from the target population/consumers:
 - Knowledge about screening guidelines
 - Awareness about available screening services
 - Barriers and Assets related to use of services
 - Enabling factors-referrals, access to care, location
 - Reinforcing factors-feedback and rewards
 - Predisposing factors-beliefs, attitudes, values

Step Two: How to Start the Planning Process

- The Needs Assessment:
- What is vs. what should be (not moralistic)
- Service Needs vs. Service Demands
- Secondary Data (health.utah.gov/ibisph)
- Primary Data (focus groups, hra's, grab surveys, consumer satisfaction surveys, etc.)

Step Three: Prioritization Of Needs

- What is important and changeable?
- What is important but not changeable?
- What is unimportant but changeable?
- What is unimportant but unchangeable?
- Place your resources into what is going to make the most impact with your target population

Step Four: Tips for Success

- Let the assessment data be your guide
- Have a sustained effort-new people will be entering the target population
- Network-what has worked well in other communities
- Don't be afraid to try new things
- Piggy back with other health programs or community organization
- University Health Education Programs-students are free!

Step Five: Planning Promotions

- First: Know your message and your audience
 - Awareness
 - Skills
 - Attitudes
 - Knowledge
- Second: Enable your audience
 - Times
 - PSA' (radio stations, etc)
 - Location
 - Transportation
 - Child Care
 - Cultural sensitivity

Step Six:

Quick and Easy Methods

- Awareness of risk can motivate people to seek out screenings (bulletin boards, presentations, table tents, etc.)
 - *Know Your Cholesterol Numbers, Know Your Risk*
- Bring a Buddy incentives
- Community Newsletters, Community Calendars, radio PSA's, utility bills, paycheck stuffers
- Go where the women are: salons, craft & scrapbook stores, church meetings, grocery stores
- Women friendly promotional materials

Quick and Easy Methods

- Get the physicians on board-don't forget the rural areas
- Tell a friend campaigns
- Spanish materials also needed
- Radio contests
- Piggy back with other programs (immunization clinics, etc.)
- One-on-One opportunities-health fairs, craft fairs

Quick and Easy Methods

- Press Releases
- Letters to the Editor
- Partner with appropriate businesses to spread the word (place mats, etc)
- Talk Radio
- Community Television
- Other health events-fun runs, etc.

Step Seven: Evaluation


- If you don't ask, you'll never know!
- Consumer satisfaction surveys
- Why don't people use these services?
- Are the users of these services located only in certain towns or demographics groups?
- How did they hear about services?

Resources for Health Promotion

- The Guide to Community Preventive Services:
- (Spring 2003-Cancer Section Complete)
- <http://www.thecommunityguide.org/>
- The Community Toolbox
- <http://ctb.lsi.ukans.edu/>
- National Cancer Institute
- <http://www.cancer.gov/atlasplus>

Resources for Health Promotion

- Engaging the Media:
- [Mapp.naccho.org/EngagingThe Media.asp](http://Mapp.naccho.org/EngagingTheMedia.asp)
- Assessing Satisfaction of Clients:
- www.eval.org/

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Go in search of people.
Begin with what they know.
Build on what they have.

--Old Chinese proverb